

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1. (Cancelled).

2. (New) A method of integrating and displaying an advertisement with a particular electronic content, comprising steps of:

identifying and accessing said particular electronic content;

inserting said particular electronic content into a display of a browsable electronic book;

dynamically receiving said advertisement;

inserting said advertisement into said display;

preparing said content and said advertisement for display; and

displaying said content and said advertisement in a browsable electronic book configured to display a plurality of pages simultaneously flipping as a group or individually.

3. (New) The method according to claim 2, wherein said steps of identify, receiving, inserting, and preparing are performed by a web browser.

4. (New) The method according to claim 2, further comprising a step of:

targeting said advertisement to said particular electronic content on the basis of a received electronic book classification code.

5. (New) The method according to claim 4, wherein

said targeting step comprises at least one of developing and receiving at least one unit of demographic information associated with said particular electronic content.

6. (New) The method according to claim 5, wherein

said targeting step comprises comparing an advertisement target audience with said unit of demographic information associated with said particular electronic content.

7. (New) The method according to claim 2, further comprising:

a step of billing an advertiser for said advertisement.

8. (New) A system for inserting an advertisement into a particular electronic content, comprising:

a content request device configured to allow a reader to identify said particular electronic content;

a receiver configured to dynamically receive said advertisement to be inserted within said particular electronic content;

an insertion mechanism configured to insert said advertisement into said particular electronic content;

a display preparation device configured to prepare said content including said advertisement for display; and

a display device configured to display a browsable electronic book comprising a plurality of pages simultaneously flipping as a group or individually and having said advertisement contained on at least one of said flipping pages.

9. (New) The system according to claim 8, further comprising:

a decision unit configured to consider advertisement information with content demographic information and output a comparison result; and  
a selection unit configured to select said particular advertisement based upon said comparison result.

10. (New) The system according to claim 8, further comprising;

a debit notice generator configured to debit an advertiser.

11. (New) A system for inserting an advertisement into a particular electronic content, comprising:

means for identifying said particular electronic content;

means for dynamically receiving said advertisement to be inserted within said particular electronic content;

means for inserting said advertisement into said particular electronic content; and

means for displaying said content including said advertisement in a browsable electronic book configured to display a plurality of pages simultaneously flipping as a group or individually with said advertisement contained on at least one of said flipping pages.

12. (New) A method of generating revenue, comprising steps of:

receiving a content from a web site;

dynamically receiving an advertisement to be inserted within said content;

inserting said advertisement at a location within said content;

preparing said content including said advertisement for display;

displaying said content including said advertisement in a browsable electronic book configured to display a plurality of pages simultaneously flipping as a group or individually with said advertisement contained on at least one of said flipping pages; and billing an advertiser using said advertisement to promote a product.

13. (New) The method according to claim 12, further comprising steps of:
  - gathering demographic information regarding a population likely to be accessing said content; and
  - matching said gathered demographic information with a target audience of said advertisement.

14. (New) A system for generating advertising revenue, comprising:
  - means for accessing a content from a web site;
  - means for gathering demographic information regarding a population likely to be accessing said content;
  - means for matching the gathered demographic information with a target audience of said advertisement;
  - means for accessing said advertisement based upon a target audience matching advertising criteria;
  - means for preparing said content including dynamically receiving said advertisement for display;
  - means for displaying said content including said advertisement in a browsable electronic book configured to display a plurality of pages simultaneously flipping as a group or individually with said advertisement contained on at least one of said flipping pages; and
  - means for billing an advertiser using said advertisement.

15. (New) A system for generating advertising revenue, comprising:
  - a data access device configured to access a content from a web site;
  - a demographic information gathering device configured to gather demographic information regarding a population likely to be accessing said content;
  - a matching device configured to match the gathered demographic information with a target audience of said advertisement;
  - a receiving device configured to dynamically access an advertisement based on said matched gathered demographic information;
  - an insertion device configured to insert said advertisement within said content;
  - a content preparation device configured to prepare said content and said advertisement for display;
  - a display device configured to display said content including said advertisement in a browsable electronic book configured to display a plurality of pages simultaneously flipping as a group or individually with said advertisement on at least one of said flipping pages; and
  - a billing device configured to bill an advertiser using said advertisement to promote a product.

16. (New) The method according to claim 2, wherein said displaying step comprises: displaying said advertisement over more than one page of said flipping pages.

17. (New) The method according to claim 3, wherein said receiving step comprises: receiving via a dynamic streaming mechanism.

18. (New) The method according to claim 2, further comprising a step of:

pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

19. (New) The method according to claim 2, further comprising a step of:  
maintaining subscriber privacy by limiting distribution of subscriber information.

20. (New) The method according to claim 4, wherein said targeting step comprises  
exploiting an advertisement parameter.

21. (New) The method according to claim 20, wherein said advertisement parameter  
comprises at least one of:

- an advertisement identification;
- an advertisement category;
- a display duration;
- an advertisement dimension;
- an advertisement position;
- an advertisement start time;
- an advertisement stop time;
- an advertisement repeat rate; and
- at advertisement rate.

22. (New) The method according to claim 5, wherein said at least one unit of  
demographic data comprises:

- gender;
- age;
- education level;

interests;  
occupation;  
geographic location;  
income level; and  
spending habits.

23. (New) The system according to claim 8, wherein  
said insertion mechanism is configured to insert said advertisement over more than  
one page of said flipping pages.

24. (New) The system according to claim 8, wherein  
said receiver is configured to receive via a dynamic streaming mechanism.

25. (New) The system according to claim 8, further comprising:  
a pre-registration device configured to preregister data from at least one of an  
advertiser, a publisher, and a subscriber.

26. (New) The system according to claim 8, further comprising:  
a subscriber privacy mechanism configured to limit distribution of subscriber  
information.

27. (New) The system according to claim 8, further comprising: a targeting  
mechanism configured to exploit an advertisement parameter.

28. (New) The system according to claim 27, wherein said advertisement parameter comprises at least one of:

- an advertisement identification;
- an advertisement category;
- a display duration;
- an advertisement dimension;
- an advertisement position;
- an advertisement start time;
- an advertisement stop time;
- an advertisement repeat rate; and
- an advertisement rate.

29. (New) The system according to claim 27, wherein said targeting mechanism configured to exploit demographic data comprising at least one of:

- gender;
- age;
- education level;
- interests;
- occupation;
- geographic location;
- income level; and
- spending habits.

30. (New) The system according to claim 11, further comprising:

means for pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

31. (New) The system according to claim 11, further comprising:  
means for ensuring subscriber privacy.

32. (New) The system according to claim 12, further comprising:  
means for targeting said advertisement to a target audience.

33. (New) The method according to claim 13, wherein said displaying step  
comprises:

displaying said advertisement over more than one page of said flipping pages.

34. (New) The method according to claim 14, wherein said receiving an  
advertisement step comprises:

receiving via a dynamic streaming mechanism.

35. (New) The method according to claim 12, further comprising a step of:  
pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

36. (New) The method according to claim 12, further comprising:  
maintaining subscriber privacy by limiting distribution of subscriber information.

37. (New) The system according to claim 14, further comprising:

means for pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

38. (New) The method according to claim 13, wherein said matching step comprises:  
exploiting an advertisement parameter.

39. (New) The method according to claim 38, wherein said advertisement parameter comprises at least one of:

- an advertisement identification;
- an advertisement category;
- a display duration;
- an advertisement dimension;
- an advertisement position;
- an advertisement start time;
- an advertisement stop time;
- an advertisement repeat rate; and
- an advertisement rate.

40. (New) The method according to claim 13, wherein said demographic data comprises at least one of:

- gender;
- age;
- education level;
- interests;
- occupation;

geographic location;  
income level; and  
spending habits.

41. (New) The system according to claim 14, further comprising: means for ensuring subscriber privacy.

42. (New) The system according to claim 15, wherein said display device is configured to display said advertisement over more than one page of said flipping pages.

43. (New) The system according to claim 16, wherein said receiving device is configured to receive via a dynamic stoning mechanism.

44. (New) The system according to claim 15, further comprising: a pre-registration device configured to pre-register data by at least one of an advertiser, a publisher, and a subscriber.

45. (New) The system according to claim 15, further comprising: a subscriber privacy device configured to limit distribution of subscriber information.

46. (New) The system according to claim 15, wherein said matching device is configured to exploit an advertisement parameter.

47. (New) The system according to claim 46, wherein said advertisement parameter comprises at least one of:

- an advertisement identification;
- an advertisement category;
- a display duration;
- an advertisement dimension;
- an advertisement position;
- an advertisement start time;
- an advertisement stop time;
- an advertisement repeat rate; and
- an advertisement rate.

48. (New) The system according to claim 15, wherein the gathered demographic data comprises:

- gender;
- age;
- education level;
- interests;
- occupation;
- geographic location;
- income level; and
- spending habits.

49. (New) A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform the following steps:

identifying and accessing a particular electronic content;

inserting said particular electronic content into a display of a browsable electronic book;

dynamically receiving said advertisement;

inserting said advertisement into said display,

preparing said content and said advertisement for display; and

displaying said content and said advertisement in a browsable electronic book configured to display a plurality of pages simultaneously flipping as a group or individually.

50. (New) The computer readable medium according to claim 49, wherein said steps of identifying, receiving, inserting, and preparing are performed by a web browser.

51. (New) The computer readable medium according to claim 49, further comprising instructions for:

targeting said advertisement to said particular electronic content on the basis of a received electronic book classification code.

52. (New) The computer readable medium according to claim 51, wherein said targeting step comprises:

at least one of developing and receiving at least one unit of demographic information associated with said particular electronic content.

53. (New) The computer readable medium according to claim 52, wherein said targeting step comprises:

comparing an advertisement target audience with said unit of demographic information associated with said particular electronic content.

54. (New) The computer readable medium according to claim 49, further comprising instructions for billing an advertiser for said advertisement.

55. (New) The computer readable medium according to claim 49, wherein said displaying step comprises:

displaying said advertisement over more than one page of said flipping pages.

56. (New) The computer readable medium according to claim 49, wherein said receiving step comprises:

receiving via a disc streaming mechanism.

57. (New) The computer readable medium according to claim 49, further comprising instructions for:

pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

58. (New) The computer readable medium according to claim 49, further comprising instructions for:

maintaining subscriber privacy by limiting distribution of subscriber information.

59. (New) The computer readable medium according to claim 54, wherein said targeting step comprises:  
exploiting an advertisement parameter.

60. (New) The computer readable medium according to claim 59, wherein said advertisement parameter comprises at least one of:  
an advertisement identification;  
an advertisement category;  
a display duration;  
an advertisement dimension;  
an advertisement position;  
an advertisement start time;  
an advertisement stop time;  
an advertisement repeat rate; and  
an advertisement rate.

61. (New) The computer readable medium according to claim 52, wherein said at least one unit of demographic data comprises:

gender;  
age;  
education level;  
interests;  
occupation;  
geographic location;  
income level; and

spending habits.

62. (New) A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform the following steps:

receiving a content from a web site;

dynamically receiving an advertisement to be inserted within said content;

inserting said advertisement at a location within said content;

preparing said content including said advertisement for display;

displaying said content including said advertisement in a browsable electronic book configured to display a plurality of pages simultaneously flipping as a group or individually with said advertisement contained on at least one of said flipping pages; and

billing an advertiser using said advertisement to promote a product.

63. (New) The computer readable medium according to claim 62, further comprising instructions for:

gathering demographic information regarding a population likely to be accessing said content; and matching said gathered demographic information with a target audience of said advertisement.

64. (New) The computer readable medium according to claim 62, wherein said displaying step comprises:

displaying said advertisement over more than one page of said flipping pages.

65. (New) The computer readable medium according to claim 62, wherein said receiving an advertisement step comprises:  
receiving via a dynamic streaming mechanism.

66. (New) The computer readable medium according to claim 63, further comprising instructions for:

pre-registering data by at least one of an advertiser, a publisher, and a subscriber.

67. (New) The computer readable medium according to claim 62, further comprising:  
maintaining subscriber privacy by limiting distribution of subscriber information.

68. (New) The computer readable medium according to claim 63, wherein said matching step comprises:  
exploiting an advertisement parameter.

69. (New) The computer readable medium according to claim 68, wherein said advertisement parameter comprises at least one of:

an advertisement identification;

an advertisement category;

a display duration;

an advertisement dimension;

an advertisement position;

an advertisement start time;

an advertisement stop time;

an advertisement repeat rate; and

an advertisement rate.

70. (New) The computer readable medium according to claim 63, wherein said demographic data comprises at least one of:

gender;

age;

education level;

interests;

occupation;

geographic location;

income level; and

spending habits.